

DoDLIVE!

Communicating Effectively
Integrating creative online strategies

Office of the Secretary of Defense for Public Affairs **New Media
Directorate**

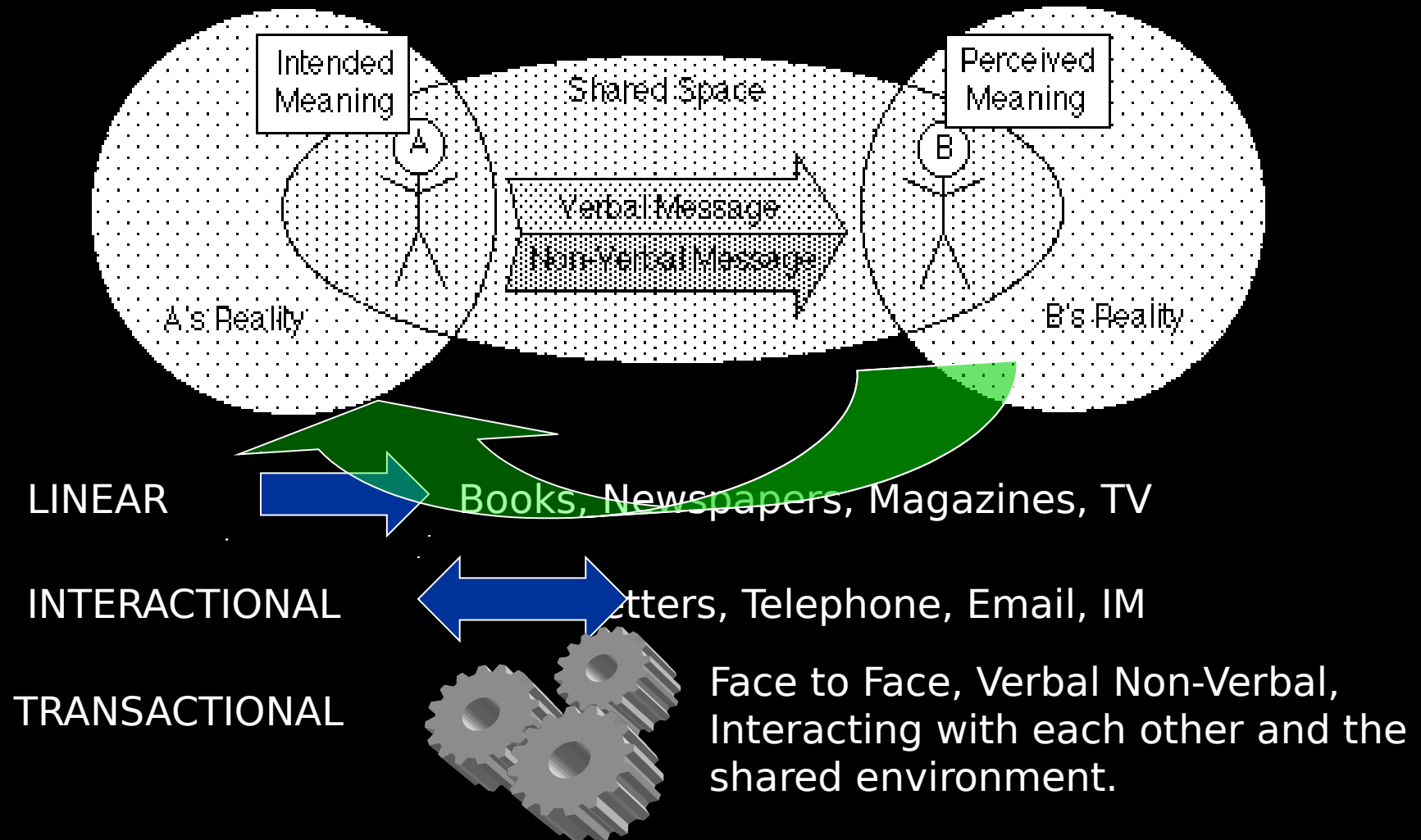
It is the policy of the Department of Defense to make available timely and accurate information so that the public, Congress, and the news media may assess and understand facts about national security and defense strategy.

(Joint Publication 3-61 Public Affairs, 9 May 2005)

- Information at rest will remain at rest until acted on by an outside force.

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- Communication is information in action.

Communication



QDR 2006

Strategic Communication Roadmap

Develop the ability to communicate in
a 24/7 New Media environment

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Commander's Intent:

From the pointy end-of-the-spear

to the comfy end-of-the-couch

Communicating Effectively

- How do you get published when your story doesn't rise to the level of "news?"

Communicating Effectively

- How do you get published when your story doesn't rise to the level of "news?"
- To whom are you talking and who needs to hear you?

Communicating Effectively

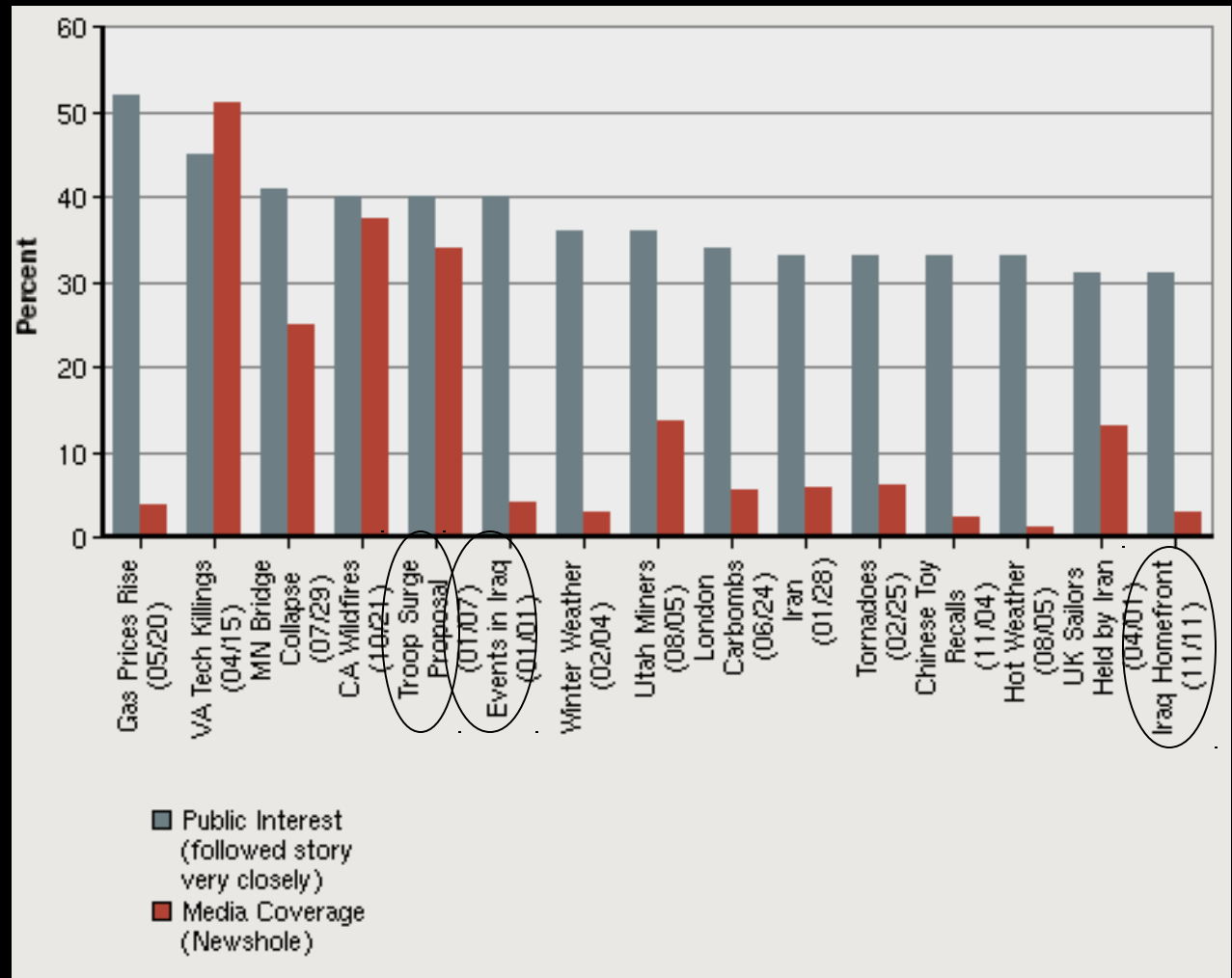
- How do you get published when your story doesn't rise to the level of "news?"
- To whom are you talking and who needs to hear you?
- Who's telling your story?

Project for Excellence in Journalism 2008

"State of the American News Media" study

Public Interest vs. Media Coverage 2007

Examined 70,000 stories from 2007 and Americans' interest in particular topics vs. actual news coverage devoted to them

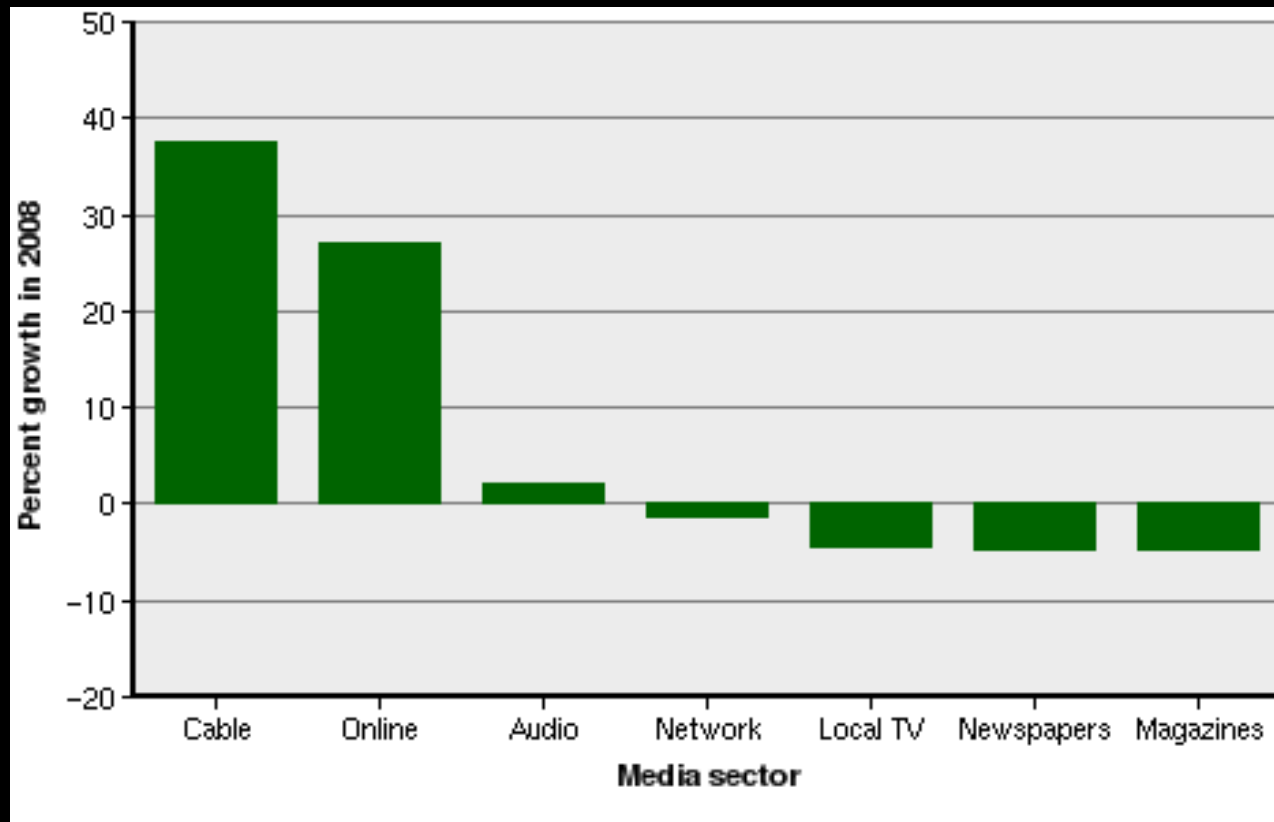


Source: PEJ, A Year in the News, 2007

Project for Excellence in Journalism 2009 "State of the News Media" Study

Audiences Turn to Cable and Web

Percentage Change in Audience, 2007 to 2008, Across Media



Source: PEJ, A Year in the News, 2007

What is the *AUDIENCE*?

What is the *AUDIENCE*?

a: a group of listeners or spectators

b: a reading, viewing, or listening public

(<http://www.merriam-webster.com/dictionary>)

What is the *AUDIENCE*?

a: a formal hearing or interview

EX: *an audience with the pope*

b: an opportunity of being heard

EX: *I would succeed if I were given audience*

What is the *AUDIENCE*?

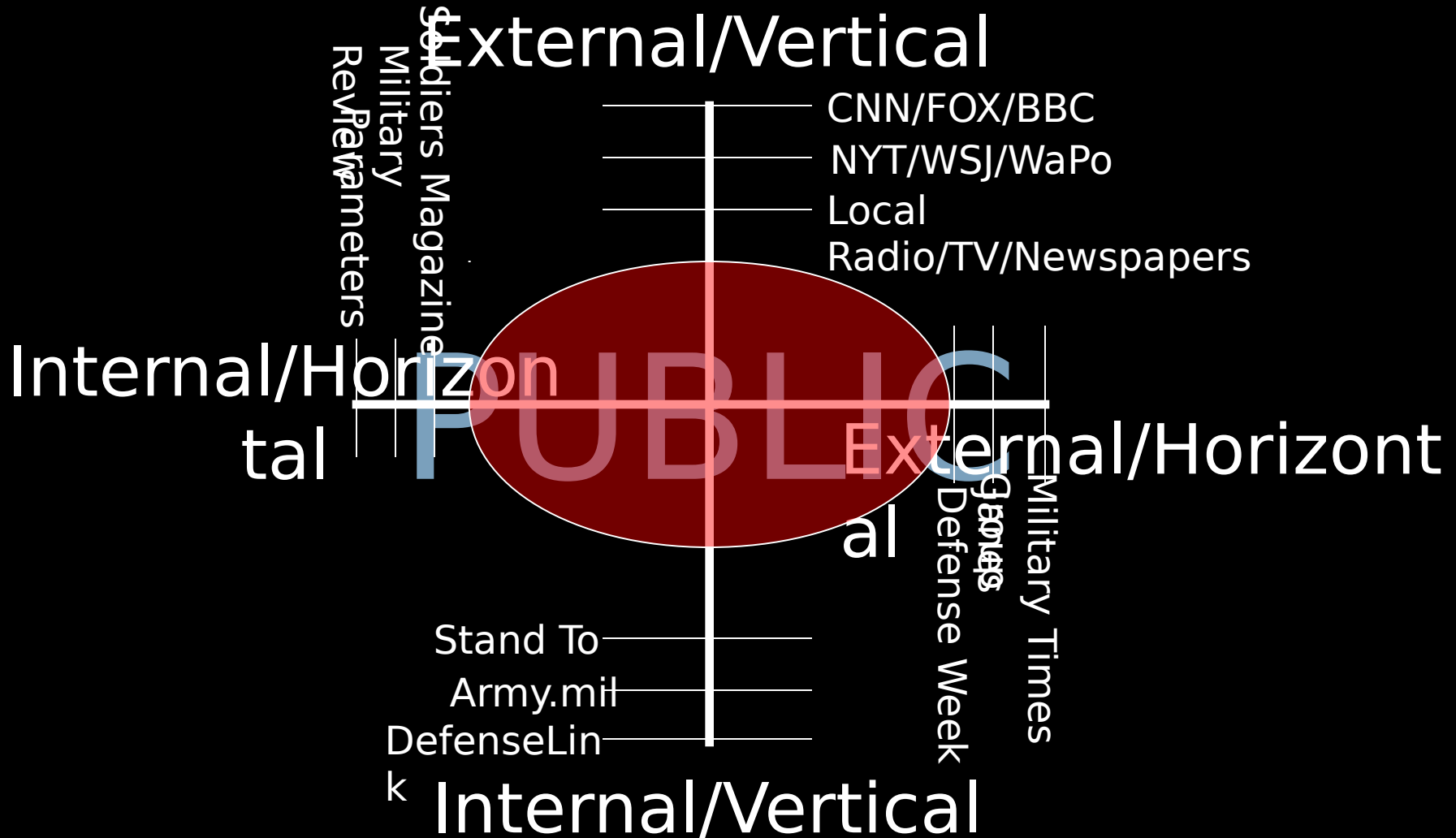
SPECTATOR
OR
PARTICIPANT?

What is the *AUDIENCE*?

BOTH

TARGET AUDIENCE?

CENTER MASS



The Effect



“New Media”

The “New Media” is a strategic field of maneuver in the battle of ideas.

- Counter and contrast

JOIN THE GLOBAL CONVERSATION

New Media

What is NEW MEDIA?

- The democratization of publishing
- Non-traditional avenues of communication
- Not new to anyone born after 1987

NEW MEDIA

- Relevance:
 - more than half of the U.S. military was born after 1980

(Defense Manpower Data Center, March 20, 2009)

- for those under 30 the Internet overtakes newspapers as source of news
 - ties with TV

(<http://pewresearch.org/pubs/1066/internet-overtakes-newspapers-as-news-source>)

NEW MEDIA

- Transparency
 - Promotes accountability
- Participatory
 - The U.S. Constitution designed our form of government to be participatory
- Collaborative
 - Participatory design

Why NEW MEDIA?

To
LISTEN

Why NEW MEDIA?

To

Build RELATIONSHIPS

Why NEW MEDIA?

To
Build
TRUST

Advantages

Speed

The ability to disseminate pertinent information to the relevant audience without the IT overhead and to receive feedback to remain relevant.

Advantages

Agility

The ability to post WHEN and WHERE the information needs to be in the manner that those who need it can quickly access, link, promulgate and provide feedback.

Advantages

Power

- Dynamic
- Systemic

Advantages

- Dynamic Power
 - Speed and agility provide dynamic power to put information into the hands of those who can use it, allow them an avenue to provide feedback in order to keep the communication relevant, and to adjust as needed.

Advantages

- Systemic Power
 - Knowledge Management
 - Consider the amount of institutional knowledge lost with every person who retires or moves on to different jobs/positions.

Current OSD Direction

- White House memo
- GSA Terms of Service agreements
- DoDLive & DoDTechipedia
- Open Government and Innovations conference
- 21-22 July

Challenges

- **Information policy vs communication policy vs website policy**
- **Cultural Shift**
- **Perceptions**
 - **Industrial Age vs. Primeval organization**

Solution Sources

- Troops
- Commanders
- Collaboration
 - All-Services Social Media Council
 - OSD Social Media working group

RISK of Investment

- Risk management
- Two-Fold
 - To engage
 - To NOT engage

To Engage

- OPSEC
- Leaks
- Embarrassment

To NOT Engage

- ID Theft
- Ignorance
- Self-inflicted denial of service

RETURN on Investment

For Taxpayers:

- Accountability
- Verifiability
- Understanding
- Participation

RETURN on Investment

For DOD:

- Accountability
- Verifiability
- Understanding
- Participation

RETURN on Investment

ALSO

- Speed
- Agility
- Knowledge management
- Efficiency

IMAGINE

- Platoon leader returns from patrol
- Submits his report via blog
- Immediate visibility
 - From his commander to the historians
- Real-time response
 - PIR
 - CCIRS
 - TTPS

GUIDANCE

The same principles, policies, and guidance that govern a government professional's activities in general apply to activities online.

HISTORY

Honor - Trust and personal responsibility are core values. Don't violate them. It is expected of you

Integrity - Be who you are.

Security - Protect personal, privileged, proprietary or classified information. Know the rules.

Transparency - Stick to what you know, facilitate learning.

Objectivity - Everyone has an opinion. Stick to the facts and don't pick fights.

Respect - There are rules of behavior.

Yourself - Be authentic and genuine (you are what you publish); blog at your pay grade and represent us well.

Questions?

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